



## BUSINESS CHALLENGE & OBJECTIVE

Saviynt received the highest and second highest scores in a 2017 *Critical Capabilities for Identity Governance and Administration* Gartner Report. The company wanted to share the good news with customers and prospects to boost their reputation in the industry. Mailing a printed version of the report was neither an option, nor effective.



## THE CREATIVE SOLUTION

In order to draw attention to this achievement, VLG designed, constructed and shipped a wooden applause box equipped with a photovoltaic sensor that triggered an audio chip. The unboxing experience began when the user exposed the applause box, playing the sound of a cheering crowd followed by a brief message from Saviynt’s president. The mailer also included collateral and a vanity URL to a digital copy of the report.